

Know Your Digits! Be In Control.



One in three Los Angeles County residents is not aware that they have high blood pressure. African Americans and certain Latino populations are at an increased risk of high blood pressure, and many don't know how to get help to effectively manage it. Partner with Community Health Councils for our **Know Your Digits! Be In Control.** campaign this August and help get high blood pressure under control.

Community Partner

Designed to educate African Americans and Latinos in L.A. County on the importance of managing and preventing hypertension, our **Know Your Digits! Be In Control.** campaign will increase the understanding of high blood pressure prevention and management. You can help.

Goal

1. Raise awareness of the importance of hypertension prevention and management among African Americans and Latinos in L.A. County
2. Encourage consumers to seek healthcare for screening or hypertension management
3. Motivate those who are uninsured to learn about their healthcare options

As a partner, your organization will be:

- ▶ Recognized at all events in August
- ▶ Included in news stories and social media outreach, including Facebook and Twitter
- ▶ Promoted on **KnowYourDigits.org**

Partnership Opportunities

Promote **Know Your Digits! Be In Control.** and highlight your role in this important effort by:

- ▶ Disseminating promotional materials and program messages at meetings, conferences, and events
- ▶ Including information about **Know Your Digits! Be In Control.** in your organization's newsletters, e-blasts, and on your organization's website
- ▶ Identifying a speaker/spokesperson from your organization to participate in a media event or for other events throughout the month
- ▶ Hosting blood pressure screenings.

Engage Your Membership

- ▶ Promote our campaign through your own communication channels (website, newsletter, materials)
- ▶ Distribute educational materials and referrals to programs in conjunction with your existing services

Get Involved!

Email jadestevens@lagrant.com to sign up as a partner and receive more information.

Please visit our website at KnowYourDigits.org



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